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AdWatcher - Ad Manager, ROI Tracker, Fraud Monitor Hits: 3,149

Description: AdWatcher is a revolutionary, all-in-one tool that helps you manage your online advertising (Pay Per Click, banners, newsletters, etc.), track your Return on Investment (ROI), and monitor your ad campaigns for fraudulent activity (and get your money back). With advanced features, such as Split Testing, PPC keyword tracking, and mobile/wap reports, this is a perfect tool for any business that wants to improve its advertising techniques.

Resource Specifications

Version:	2.00
Platform(s):	linux, windows
Date Added:	Mar 16th, 2005
Last Updated:	Mar 16th, 2005
Author:	MordComm, Inc.

Average Visitor Rating:  **4.00** (out of 5)
Number of Ratings: 7 Votes

Average Member Rating:  **1.00** (out of 5)
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My grandma could write a better script than that!, Nov 14th, 2005

Reviewed By: arukhlin

It did not take me long to become utterly disappointed in this script.

- if a customer signs up 10 days later the script does not track that
- if you change your PPC listing price, the past totals are recalculated (yes, you better believe it)
- the script is plagued with bugs: incorrect totals, averages, negative numbers instead of positive, etc

I cannot believe these guys have the nerve to sell this script!